

METHOD AND SYSTEM FOR ROUTING NETWORK TRAFFIC
BASED UPON APPLICATION INFORMATION

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ABSTRACT OF THE DISCLOSURE

The present invention provides techniques for routing network traffic based upon application information. Specific embodiments provide users, such as businesspersons or other professionals with the capability to understand relationships among customers or clients, for example, and to manipulate traffic in enterprise network resources based upon these relationships. Various network applications, such as HTTP, SNMP, and the like, are supported by specific embodiments. Content-based routing methods can direct network traffic based on the Uniform Resource Locator (URL), which may contain an HTTP cookie in certain embodiments. Accordingly, novel ways to define the cookie by including the application data obtained from customer data analysis can be used with specific

embodiments. Multidimensional models, statistical computations, rule based systems, report generators, and the like can be used with various specific embodiments in order to enable the decision maker to understand, analyze and present relationships among various information entities.

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